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Greece

Exporter Guide

Annual

2002

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Report Highlights:
Greece is an import dependent country, with total CY 2000 agricultural imports from the U.S. of $119 million. Greece, selected to host the 2004 Olympics, expects tourism to double to 25 million people at the time of the Games. There are exciting marketing opportunities for U.S. food items. In addition, changes in Greek lifestyles provide very good potential for U.S. food imports such as frozen foods, seafood, nuts, and snack foods.

Includes PSD changes: No
Includes Trade Matrix: No
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SECTION I. MARKET OVERVIEW

Greece is an import-dependent country ($3.7 billion of agricultural products in 1999) with a population of 11 million people. The Greek economy is continuing to improve steadily, particularly now that it has joined the European Economic Monetary Union. The transition to the euro as well as the prohibition of below-cost sales ("loss leaders" in supermarkets, for example) changed conditions in the market as of January 1st. While Greece is still not as strong economically as some of the other EU member states, disposable income and the food related economy are growing quickly. As a result, there are many new markets developing for high quality and ethnic foods, as well as tremendous potential in the tourism sector. Greece is in 15th place as the most popular tourist destination in the world, receiving 12.2 mln visitors in 1999 and with estimated arrivals in 2000 of 12.5 million. Tourism's contribution to GDP is estimated to be 7%. The inflation rate fell to 2.7% during the 4th quarter of 2001, while in April of 2002 it reached 3.8%, mainly as a side-effect of conversion to the euro. An increase of 8.1% in the price index was recorded in the food and non-alcoholic beverages sector in March 2002, compared with March of 2001 prices, due to the increase in food products such as bakery and confectionary items, pork meat and by-products, seafood, dairy products and fresh fruits and vegetables. Per capita GDP in 2001 is estimated at $11,925. CY 2000 total imports were $28.5 bln, with EU countries supplying $16.7 bln. Total imports from the U.S. amounted to $934.1 mln, with $118.7 mln in agricultural and food products.

Greece is using its position as host of the 2004 Olympic Games to undertake numerous improvements and public projects including new highways and many new facilities. The budget for the Athens 2004 Olympic Games has reached $3.64 billion. In addition to this, several billion dollars in privately funded construction and other improvements related to the Olympics (hotels, resorts, roads, and leisure facilities) are also expected. Driving much of this development is the tourism industry, which is expected to grow to 25 million visitors annually at the time of the games. However, trade sources are not so optimistic about this growth, since in 2002 the tourist industry experienced a decrease of 30% as a result of September 11 terrorist acts.

The HRI sector is going to have to double its supply of products in time for the Olympics. While this presents exciting opportunities for U.S. agricultural products, unfortunately only a limited number of Greek importers and distributors are aware of the variety of the U.S. food products available to meet this demand. This constraint also extends to the HRI sector, which relies predominantly on domestic products and imports from other EU countries. The food sectors that show the most dynamic growth and can provide the best potential for U.S. products in the retail and HRI markets include seafood products, frozen foods, meat, nuts and dried fruits, wine, beer, and cereals.

Greek/EU food safety concerns over biotech, hormone-treated beef, and the U.S. poultry processing methods limit imports for the Greek market (imports for international cruise lines are not subject to EU regulations). Demand for soy and corn products are being constrained because of cumbersome import requirements for GMO products and a reluctance by the retail sector to market a product that is labeled as containing GMOs. The U.S.-EU hormone dispute and the current exclusion of the U.S. processing methods for poultry under the Veterinary Equivalence

Agreement are long-term issues that need to be resolved to take advantage of a growing demand for U.S. high quality beef in the resort sector (estimated to be $ 2 million), and U.S. poultry in the retail market (historically $ 2 million prior to the import ban). However, about $18 million in poultry products are exported to Balkan countries, transshipped through Greece.

Advantages	Challenges
Increased demand for food products due to the upcoming Olympics and due to more economic freedom	A limited number of importers and distributors are aware of the variety of the U.S. food products that can be exported to Greece. - High marketing costs to increase consumer awareness
HRI and Retail trade is expanding	U.S. exporters are not fully aware of the existing market opportunities in the Greek market
HRI and Retail trade representatives attend major European shows.	Educate the HRI sector of the variety and availability of U.S. products available - Facilitate traders' visits and promote USA Pavilions of major European shows.
Greek consumers favor U.S. products because of good quality and wider variety.	Average tariff levels remain high increasing products' price. GMO labeling requirements result in consumer concern.

SECTION II. EXPORTER BUSINESS TIPS

Eighty per cent of Greece's import trade is handled through sales agents or distributors. Sales agents operate as brokers without taking legal possession of product or making imports on their own account. Agency agreements are not required to be exclusive and can cover any time period. Distributors operate on a wholesale (and in some cases, retail) basis with exclusive sales rights for certain districts or for the entire country. Retail and wholesale trade is characterized by small, family-owned and operated businesses, each of which deals in a narrow range of goods. There are 300,000 trading establishments in Greece. There are 7,000 corporations and limited liability companies engaged in wholesale trade and 3,200 corporations and limited liability companies handling retail trade.

There are several department stores and supermarkets. There are 2,919 supermarkets around the country, of which 1,862 belong to supermarket chains. During 2000 supermarket chains opened 143 new stores. In 2000 supermarket sales amounted 75.7 bln euros. A few department stores have closed due to failure to adjust to new shopping trends. Those that remain in business operate like small shopping centers where the "shop-within-a-shop" concept is applied.

Changes in the supermarket sector are rapid. In 2001 mergers and high levels of concentration were observed. The transition to the euro in January of 2002 and the prohibition of below cost sales are undoubtedly the two most important matters not only for supermarkets but for the market as a whole. The January 1st decision of the Association of Supermarket Enterprises of Greece (SESME), to freeze prices until February 2002, in order to boost consumer confidence and not to raise prices as a result of the conversion of prices into euro was a relief for the consumers, although temporary, since as mentioned earlier in the text, an increase of 8.1% in the price index was recorded in the food and non-alcoholic beverages sector in March 2002, compared with March of 2001 prices.

The year 2001 ended with a substantial improvement for the supermarket sector in all aspects. In 2001, the 62 biggest supermarkets achieved sales of 57.2 bln and net profits of 0.54% on sales compared to -0.59% in 2000.

According to an EU Commission survey, the Greek market is more expensive than the EU average and if one considers that per capita income in Greece is 70% of the Community average, the price/income relationship is even more unfavourable for Greek consumers. According to the survey, Greece is the fifth most expensive country in the European Union (following Scandinavian countries, Ireland and Britain), while the cheapest countries are Spain, the Netherlands and Germany. The survey also shows that the products sold at higher prices in Greece are packaged cereals, toothpaste and coffee.

As Greek consumers' needs evolve, their food purchase patterns are changing. The average size household is 2.6 persons, compared to 3.5 persons 10 years earlier, while 22% of the population is over 60 years old. Increased disposable income, larger numbers of dual-income families, an increase in one-member households, and an increase in single parent households have resulted in expanded demand for consumer-ready products and restaurant meals.

The average Greek consumer goes shopping 3.1 times on average per month and spends, on all consumables, approximately 600 euros and his main criterion in choosing a store is not product price, but quality, convenience and the speed of purchasing. Food items represent 65% of total household expenditures, followed by detergents and personal hygiene products (19%) and beverages (16%). Milk and yogurt are purchased on average 14 times per month, followed by bread (13.8), snacks (6.1), fruits and vegetables (5.5), soft drinks, juices (5), cheese, processed meat products (4.8), meat, and fish (4.6 purchases per month). The study surveyed 753 women aged 18-64, who are responsible for doing the household shopping. Over 80% had visited supermarkets and hypermarkets in the last three months, 7% of the sample shop twice a week, 39% once a week, 22% twice a month, 7% every ten days, and 21% of the sample shop once a month.

Greek households spend 22.5% of their incomes on food purchases, 17% in rent or home maintenance, while the expense on dining out, included in the food expense account, was 30% in 1999, compared to 17% in 1982. Consumer loyalty to well-known brands, which have dominated the market for a number of years, seems to be weakening due in part to economic recession and also to an increase in lower-priced private label products. Packaging appears to be the secondary factor affecting demand, followed by special offers for various products.

Convenience and other small stores that cater to every day needs exist throughout the neighborhoods of

Athens and its suburbs. These are beverage shops, mini markets, and kiosks, most of which have grown into small general stores. The main reason for their existence is to cater to the emergency needs of an area's inhabitants for products of everyday consumption, particularly when big stores are closed or when it is impractical to pay a visit to the supermarket. These shops can be called "small points of sale" and constitute an integral traditional part of the Greek market.

During the last year sales of private label brands have spread very rapidly and are expected to occupy bigger shares in the current year. Practically all chains have their own private labels on their shelves. It is estimated that private labels cover 10% of total sales and this share is expected to increase to 15% in the next couple of years. According to a recent study, seven chains that were surveyed carried two thousand private label items and they had plans to develop another 670 private labels. It is estimated that all big chains together carry more than five thousand private labels.

Food safety, although not neglected by the average consumer, is still not as big an issue in Greece as in some other EU countries. Food products including GMO ingredients should indicate the presence of genetically modified organisms on their labels, based on EU rules. Bulk ingredients, such as vegetable oil sourced from GM crops, must be accompanied by certification by the exporter that the product includes only EU-approved varieties. If the exporter makes a good faith effort to exclude GMOs entirely, this too should be certified. Non EU-approved GMO varieties are not admissible. The GOG will conduct its own testing to verify exporter certification.

Greece, as a member of the European Union (EU), fully complies with about 90% of EU regulations. Labeling and ingredient legislation for all food and agricultural products is based on EU rules and regulations. Additionally, Greece maintains specific labeling and ingredient rules for some food products under the Greek Food Code. Greece requires that labels be in the Greek language. Multi-language labels are accepted.

Exporters are advised to have an experienced agent or joint venture partner, with a suitable background, experience and extensive sales/service network, who can offer full support to the end-user.

Food and beverage products of U.S. origin complying with EU rules and regulations would not require special permits (nor they are subject to special rules or regulations) for commercialization in Greece. However, GMO products are handled quite strictly (see above). If a U.S. food product, other than food supplements, conforms to any single EU member state's rules and regulations it can then be transhipped and sold in any other EU member state.
For additional information on EU Import Regulations and Procedures, please refer to: www.useu.be/agri/label.html.

SECTION III. MARKET SECTOR STRUCTURE AND TRENDS

The retail food sector is one of the most dynamic sectors in Greece, facing rapid changes as the result of the emergence of new international grocery store chains and mergers of existing companies and food processors. 2001 began with mergers and ended with forecasts for even higher levels of concentration in the supermarket sector. The transition to the euro, strengthened the trend towards greater concentration not only among supermarkets, but the market as a whole. There are about 850 industrial groups involved in food and beverage production, including some of the biggest and most advanced companies, with sales of approximately $7.2 billion and net income of $403 million. Aggressive takeovers, new market penetration abroad, diversification, coalitions with multi-national giants, and mergers within the domestic industry characterize trends in this sector for the coming years. The family structure of many Greek companies try to adapt to new, advanced forms of organization to better exploit the opportunities of the market. The use of electronic trade and new techniques and tools is another goal of food enterprises.

The Hotel and Restaurant industry is one of the fastest growing sectors, mainly because of the boom in tourism expected for the 2004 Olympic Games. The Hotel Restaurant and Catering (HRC) food service sector in Greece grew 34% from 1995-1999, reaching $24.2 billion in 1999 out of a total of $61.4 billion in total domestic household consumption (as measured by the index of yearly domestic consumption of households). Greece attracted 12.5 million visitors in 2000. Tourism is expected to have grown over 4% for 2002 with further increases expected between 2003 and 2005. The run up to the Olympics is having a spill over effect among Greek consumers as they are seeking to experience a wider range of international foods. Frozen and ready made foods in particular are in high demand. Annual sales in the fast-food chain restaurant market grew from $263 million in 1998 to $303 million in 1999. The growth rate for fast foods in 2000 and 2001 is estimated at 10-12 percent, an increase that can be attributed to the rapid development of franchising expansion into new locations, such as airports, cruise ships and trains.
Catering, once limited to activities in hotels and the aircraft/aviation industry, is now expanding rapidly to service all facets of the Olympic Games. More than 11.5 million meals will be served in the Olympic facilities during the Olympics and the Special Olympics. Catering companies are also putting their efforts into properly covering not only the needs of these two events, but also the needs of the wider Greek market. Annual sales in the catering sector (receptions, industrial catering - restaurants and canteens - and airports) grew from $156 million in 1998 to $176 mln in 1999. Catering services for receptions outside of hotels recorded the highest growth. Home catering service is in demand also with an annual growth rate of 10-15%. With the expected increase in tourism, transportation food services are also anticipated to grow. Greek food habits in the home are mostly traditional with a heavy emphasis on the Mediterranean diet, but there is a market for convenience foods consumed at home. However, other trends are transforming eating habits outside the home and are replacing the traditional tavernas. There are changes in diet, more women working outside the home (40% of women are in the work force), and there is more disposable income, altogether combining to create a growing demand for convenience and new and diverse eating opportunities outside of the home.

Ready meals in urban centers have in many cases replaced the traditional way of preparing lunch or dinner at home. According to a recent survey published in a food magazine, more than 50% of those included in the sample (1,200 men and women, aged 18-64 years) , buy ready meals to eat at home, men leading with 62%, and women following with 57%. Of those consumers buying ready meals, the majority (69%) prefer pizzas, followed by souvlaki (Greek traditional food) (45%), chicken (22%), hamburgers/fast food (9%), pasta (8%), and Greek cooked food (5%). Ordering food at home is common in urban areas and especially in Athens. People of middle to upper income, aged 18-40 are the peak category.

In addition, the survey showed that consumers are increasingly turning to organic products, and have reduced their consumption of beef as a result of the recent beef-related food crisis (BSE). Fresh food is preferred to frozen food, since the majority of people believe it is of better quality, better taste and is preservative-free. Nevertheless, the advantages of frozen foods such as their shelf life, cheaper, and they are easier to find than fresh foods were admitted by the survey participants. On the other hand, trade sources and food magazines report the dynamic growth of the frozen food sector with favorable future prospects which is based on the high quality of product and the fact that these products are easy to prepare. The industrial units operating in the sector are continually investing in equipment to secure high product quality, while their research and development departments are putting effort to explore the market, listening to what consumers want. Another task of them is to produce safe products. As a result, the market for frozen foodstuffs in Greece is continually growing. Competition, however, is very strong among European companies making Greek companies putting more effort to further improve product quality, increase their production and innovate to create new products.

Another remarkable point of the survey, mentioned in the above paragraph, was that the majority of the population believe that olive oil is an essential part of their diet. Olive oil comes first among consumer preferences with 96%. It also should be noted that percentages for consumption between Athens, Thessaloniki and urban centers show a big diversification.

Greek organic farming is one of the lowest organic farming shares in Europe, but prospects for growth in the sector and in organically-grown products are favourable in accordance with a recent study. The number of enterprises operating in the processing of organic products, whose numbers rose from 71 at the end of 1998 to an estimated 300 at the end of 2001 have a continually rising trend.

Poultry farming, despite various problems faced the last years, is undergoing a period of growth which is expected to continue. According to the Poultry Enterprises of Greece and trade sources, the growth is due to a switch in consumer preferences in favour of white meat as a result of the food crises in Europe on the one hand and on the modernization of Greek poultry farms on the other. The change in eating habits has also led to an increase in demand for free-range eggs. According to trade figures, total sales of Greek poultry in 2000 reached 250 mln euros. The Association estimates the production in 2001 and 2002 to rise by an annual average of 3-5%, and thus increase sales by 10 mln euros annually from locally produced chicken products and by about 20-30 mln euros from imported poultry products, making the value of overall sales in Greece to 280-290 mln euros.

The meat processing sector is also going through a transition to adapt to new conditions. The Greek meat sector seems to be unable to meet the market's demand and consumers' increasing attention to matters of quality. The majority of existing meat enterprises do not have appropriate infrastructure and in order to survive they must adhere to quality standards imposed by EU Legislation. According to trade sources, only 5% of the market conforms to quality standards, while during the last three years the number of slaughterhouses in Greece has dropped to 20, but 15 of these do not meet specifications. As a consequence, 90% of beef consumed in Greece is imported. Considering that meat holds an important place in the Greek diet, the demand steadily return to normal levels with consumers paying more attention on matters having to do with safety and hygiene and in general requesting more detailed information and products labeled by HACCP and ISO quality control certificates. Greek consumers believe that domestically produced meat is free of suspicion. New trends in the meat market favor higher quality, labeled products, while organic meat is also on an upward trend, although limited population can afford it and the organic meat market seems to have a specific consumer public which is willing to pay for the product's extra production cost.

Per capita prepared meat consumption in Greece has always been low, 6 kg, compared with the average EU consumption, 19 kg. However, in 2000 and 2001 an increase in consumption by 11% was observed, while forecasts for 2002 report a rise in consumption of prepared meat consumption to fluctuate between 2-3%. Prepared meat consumption represents 8% of total meat production and of this percentage, only 15% is met by imports, which demonstrates consumers' confidence in Greek producers.

The food crises that have been experienced in recent years in the meat market, made consumers turn to other foodstuffs, such as pulses and rice, whose markets had for years been stagnant. Pulses, which constitute the basis for the Mediterranean diet on the one hand, are healthy and economical. These two issues and their upward trend in consumption influenced companies to turn to new types of products such as organic and private label products. Demand for organic pulses is forecast to rise, while label products sales are recorded to be approximately 35-40% of both pulses and rice sales, 50% is sold in bulk and the remaining percentage is private label. Demand for private label products is expected to increase, because all supermarket chains have placed such products on their shelves and the volume of bulk sales will shrink.

Frozen and salted fish Greek companies are making significant progress. The frozen seafood market records a steady growth in recent years as a result of new products introduced by companies and higher quality standards. There is also an effect of food crises among other food products which have switched consumer preferences to healthier foodstuffs. These factors contributed to a rise in fish consumption. Per capita fish consumption in Greece is 24 kg. First in preference is codfish. Frozen fish faces competition from local fish farms. Greek fish farming companies are producing mainly sea bass and sea bream and they have recently announced their entry into a new Greek activity, tuna fish production.

The dried fruit and nut sector has also been through a stage of reorganization and reform recently. The market favours companies that offer high quality products at fair prices. Moreover, despite the fact that per capita consumption of nuts in Greece is already one of the highest in Europe (8 kg), future prospects remain favourable, as Greek consumers are beginning to use nuts in cooking as well as snack food. This is expected to lead to an expansion of the market.

Dairy products hold a prominent place in the Greek foodstuff sector, since dairy products represent a significant part of the Greek diet in addition to their significant contribution to the Greek food and beverage industry, with shares exceeding 15% of the total. According to trade sources, dairy products will continue to rise by 4% per year for dairy products as a whole, and by 4.7% for yogurt. Domestic production of dairy products will become concentrated in the hands of large industrial companies which are in a position to offer a variety of high quality products at competitive prices, also, their distribution network covers the whole country. The lack of raw material constitutes the sector's big problem as far as its further growth is concerned.

Cheese products hold a noteworthy position in the Greek diet and supermarket sales. Greeks are among the biggest cheese consumers in the world. The ice cream market, according to a recent study, is forecast to show an average annual rate of growth of 2-3%. In 2001 domestically produced ice cream amounted to 31,000 tons, making a 3% rise over 2000. A similar rise in consumption was observed over the same period, helping consumption reach 36,800 tons. Ice cream is, however, a seasonal product, a fact that keeps per capita consumption as lower levels compared with other European countries. Only a small number of companies are involved with ice cream imports. It should be noted that special branded ice cream stores that have started appearing in Greece over the past decade attract Greek consumer interest.

In the next few years, sales of functional products, one of the fastest-developing product categories worldwide, are expected to rise in Greece as well. Sales within the functional yogurt and milk category are increasing sharply. 70% of highly pasteurized functional milk and over 80% of functional yogurt is being sold in supermarkets.

The selling factors and techniques that are applicable to Greece are generally the same as those in other Western European countries. Advertising and sales promotion are usually handled by one of many local or locally stationed international companies. Advertising companies use all types of media to reach target groups.

SECTION IV. BEST HIGH-VALUE PRODUCT PROSPECTS

Greek market provides best prospects for the following products:

- Seafood products, mainly frozen
- Nuts and dried fruits
- Frozen foods (vegetables, french fries, dough, convenience foods)
- Meat - fresh, chilled, frozen
- Poultry products (for transhipments to non-EU countries)
- Dairy products
- Snack foods (salted and sweet)

- Pulses
- Cereals
- Organic products
- Wine
- Vegetable oils (mainly corn)
- Non-alcoholic beverages
- Beer

SECTION V. KEY CONTACTS AND FURTHER INFORMATION

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APPENDIX I. STATISTICS

A. KEY TRADE AND DEMOGRAPHIC INFORMATION

Agricultural Imports from All Countries ($Mil) / U.S. Market Share (%) 1/	**$3,544 / 3%**
Consumer Food Imports from All Countries ($Mil) / U.S. Market Share (%) 1/	**$2,027 / 1%**
Edible Fishery Imports From All Countries ($Mil) / U.S. Market Share (%) 1/	**$ 258 / 3%**
Total Population (Millions) / Annual Growth Rate (%)	**11.0 / 0.5%**
Urban Population (Millions) / Annual Growth Rate (%)	**7.0 / 0.2%**
Number of Major Metropolitan Areas 2/	**1**
Size of the Middle Class (Millions) / Growth Rate (%) 3/	**6.5 / 0.2%**
Per Capita Gross Domestic Product (U.S. Dollars)	**$11,925**
Unemployment Rate (%)	**10.4%**
Per Capita Food Expenditures (U.S. Dollars)	**$2,500**
Percent of Female Population Employed 4/	**40%**
Exchange Rate (US$1 -EURO)	**1.014**

Footnotes

1/ Use FAS's web-enabled UNTrade database (HS -digit option; Import Market Share BICO 3-Year format)
2/Population in excess of 1,000,000
3/ Middle Class Income: $19,000-28,000 annual earnings
4/ Percent against total number of women (15 years old or above)

B. CONSUMER FOOD AND EDIBLE FISHERY PRODUCT IMPORTS

Greece Imports	Imports from the World			Imports from the U.S.			U.S Market Share		
(In Millions of Dollars)	1998	1999	2000	1998	1999	2000	1998	1999	2000
BULK AGRICULTURAL									
TOTAL	568	458	473	62	50	34	11	11	7
Wheat	128	93	97	1	1	1	1	0	0
Coarse Grains	96	62	85	1	1	1	1	1	1
Rice	7	9	9	1	1	0	0	0	0
Soybeans	84	60	51	39	29	24	46	49	47
Other Oilseeds	56	45	38	13	14	3	23	31	8
Cotton	11	10	11	1	1	0	8	0	0
Tobacco	88	102	96	2	2	2	3	2	2
Rubber & Allied Gums	7	4	6	0	0	1	0	0	0
Raw Coffee	45	29	37	1	0	1	0	0	0
Cocoa Beans	4	4	4	0	0	0	0	0	0
Tea (Incl. Herb Tea)	2	2	2	0	0	0	0	0	0
Raw Beet & Cane Sugar	1	1	1	0	0	0	0	0	0
Pulses	21	23	23	5	4	4	24	20	18
Peanuts	14	11	10	1	1	1	2	1	2
Other Bulk Commodities	4	3	3	1	1	0	1	0	0
INTERMEDIATE									
AGRIC TOTAL	633	496	473	42	16	19	7	3	4
Wheat Flour 4	2	2	0	1	0	0	0	0	
Soybean Meal	36	26	47	7	2	6	19	9	13
Soybean Oil	3	1	1	1	0	0	0	0	0
Vegetable Oils (Excl. Soybean Oil)	101	73	48	6	4	1	6	5	1
Feeds & Fodders (Excl. Pet Foods)	103	86	59	1	1	1	1	1	1
Live Animals	69	74	68	1	1	1	0	0	0
Hides & Skins	84	36	34	14	4	5	17	11	16
Animal Fats	3	1	1	1	1	1	37	39	29
Planting Seeds	38	26	31	11	3	3	29	12	11
Sugars, Sweeteners, & Beverage Bases	29	53	62	1	1	1	0	0	0
Essential Oils	65	38	46	1	1	1	1	3	2
Other Intermediate Prod	98	80	73	1	1	1	1	1	2
CONSUMER-ORIENTED									

AGRIC. TOTAL	2460	2176	2027	19	20	18	1	1	1
Snack Foods (Excl. Nuts)	113	117	108	1	1	1	1	0	0
Breakfast Cereals & Pancake Mix	20	19	17	0	1	0	0	0	0
Red Meats, Fresh/ Chilled/Frozen	720	618	586	1	1	1	0	0	0
Red Meats, Prepared/Preserved	39	34	34	0	0	0	0	0	0
Poultry Meat	77	58	55	1	0	0	0	0	0
Dairy Products (Excl. Cheese)	300	273	258	1	1	0	0	0	0
Cheese	261	214	212	0	0	0	0	0	0
Eggs & Products	14	10	7	1	0	0	0	0	0
Fresh Fruit	118	113	90	1	2	1	1	2	0
Fresh Vegetables	62	68	46	0	1	1	0	0	0
Processed Fruit & Vegs	136	119	108	2	2	2	1	2	2
Fruit & Vegetable Juices	41	43	39	2	2	2	6	5	6
Tree Nuts	41	40	37	5	7	7	13	17	18
Wine & Beer	48	48	45	2	1	1	3	1	0
Nursery Products & Cut Flowers	48	47	37	1	1	1	0	0	0
Pet Foods (Dog & Cat Food)	44	43	39	2	2	1	5	4	3
Other Consumer -Oriented Products	378	313	307	4	4	5	1	1	2
FOREST PRODUCTS (EXCL. PULP & PAPER)	391	324	313	23	20	21	6	6	7
Logs & Chips	44	37	36	1	1	1	0	0	0
Hardwood Lumber 49	42	46	12	11	12	24	27	26	
Softwood and Treated Lumber	116	86	92	5	4	3	5	5	3
Panel Products (Incl. Plywood)	124	101	89	6	4	5	5	4	6
Other Value-Added Wood Products	57	59	50	1	1	1	1	1	1
FISH & SEAFOOD PRODUCTS	286	280	258	2	6	7	1	2	3
Salmon	6	7	7	1	1	1	4	1	3
Surimi	1	1	1	0	0	0	0	0	0
Crustaceans 27	29	32	1	3	4	0	10	13	
Groundfish & Flatfish	76	73	66	1	1	0	0	0	0
Molluscs	78	67	60	2	2	2	2	3	3

Other Fishery Products	**97**	**103**	**92**	**1**	**1**	**1**	**0**	**0**	**0**
AGRICULTURAL PRODUCTS TOTAL	**3661**	**3130**	**2973**	**122**	**87**	**70**	**3**	**3**	**2**
AGRICULTURAL, FISH & FORESTRY TOTAL	**4338**	**3733**	**3544**	**148**	**113**	**98**	**3**	**3**	**3**

Source: FAS' Global Agricultural Trade System using data from the United Nations Statistical Office

C. TOP 15 SUPPLIERS OF CONSUMER FOODS AND EDIBLE FISHERY PRODUCTS

CONSUMER-ORIENTED AGRICULTURAL TOTAL - 400

Reporting: Greece - Top 15 Ranking

	Import 1998 Value 1000$	Import 1999 Value 1000$	Import 2000 Value 1000$
Netherlands	579520	480981	457252
France	477247	408622	366548
Germany	321065	322566	329227
Italy	280728	275910	259901
Denmark	138273	114404	106669
Belgium	0	93719	90163
Spain	93313	91573	81951
United Kingdom	79140	59801	45544
Cote d'Ivoire	44558	45609	32199
Ireland	34124	35304	27870
Austria	21011	22666	21213
Bulgaria	18244	21215	20787
Turkey	19919	19594	19674
United States	19011	20077	17526
New Zealand	20337	14616	16682
Other	313861	49808	133770
World	2460199	176458	2026988

FISH & SEAFOOD PRODUCTS - 700

Reporting: Greece - Top 15 Ranking

	Import 1998 Value 1000$	Import 1999 Value 1000$	Import 2000 Value 1000$
Italy	47893	42694	39571
Spain	22709	20754	25102
Senegal	14692	22726	22508
Netherlands	17525	22126	17680
Morocco	17592	21491	15877
Denmark	17449	19664	15622
India	14382	11813	10369
Germany	9126	7462	7946
Sweden	8840	9788	7651
Turkey	7272	8131	7158
Argentina	8620	11054	6669
United States	2460	5748	6596
France	6463	6668	6554
United Kingdom	6446	6162	5809
New Zealand	7857	6389	5107
Other	76287	56887	57447
World	285601	279561	257678

Source: United Nations Statistics Division